**City of Austin Parks and Recreation Department**

**REQUEST FOR APPLICATIONS – ANNUAL SPECIAL EVENT**

**Response Document**

This Response Document must be submitted:

* On or before November 1, 2019
* No later than 4:30 p.m. - No late submittals will be accepted.
* Email to Gergo.perlaky@austintexas.gov or Deliver to 200 South Lamar, Austin TX, 78704

**FULL NAME AND COMPANY INFORMATION**

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| --- | --- |
| Contact Name: |  , Title of the Person…. |
| Company or Organization Name: |  , a Choose a state. Choose Organization Type (the “Company”)  |
|  Billing Address: |   | State: | Choose State | Zip: |  |
| Mobile #: |   |
| Email address: |   |
| Company website or social media account(s): |   |
| List all other parties expected to be involved in Special Event Production (include parent and subsidiary companies) *\* Do not include all vendors* |  |
| \*\* If a company or organization does not currently exist, will a formal organization be created? What type of organization? |  |

**Note**: It is expected that the applicant has minimally researched City of Austin requirements through the following:

* Austin Center for Events – [Event Planning](https://austintexas.gov/department/special-event-permits) – Information Only, Do Not Fill Out ACE Application
* Parks and Recreation Department – [Office of Special Events](http://www.austintexas.gov/page/special-events-policies-procedures#polsprocedures)
* Parkland Events Task Force – [Adopted Recommendations](http://www.austintexas.gov/page/parks-task-force)
* Holly/Edward Rendon Sr. Metropolitan Park and Festival Beach [Master Plan](http://www.austintexas.gov/hollyshoresmasterplan)

**Executive Summary (Points \_5\_ )**

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| Summarize how the event will meet the Purpose, Background, Requirements, Objectives and Preferences of this Request for Applications in three (3) pages or less.Summary should minimally include:* How the proposed event will fit the requested dynamic cultural festival and/or music event
* Plans to engage entire families – toddlers to adults
* Plans to appeal to the diverse City of Austin population
* Plans for Affordability to Public – Free or financially accessible in consideration of attendees of varied income levels
* Planned Date, Time, and Estimated Amount of Attendees
* Logistical and operational plans for set up, event day, take down
* Description regarding the event’s mitigation of negative impacts to the park and surrounding neighborhood
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**Site Map (Points \_5\_ )**

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| Upload the proposed site map below Site map should be legible, items labeled, and clearly identify minimally but not limited to:* Fencing, entry, exits, stages, tents, food vendors, drink vendors, other vendor booths, activations, restrooms, dumpsters, vendor access route, crowd flow
* Consideration should be given to park and neighborhood impact within layout design
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**Site Activation Example Images (Points \_5\_ )**

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| Upload images or sample images of proposed activations - * Collectively the proposed activations should:
	+ Enhance an atmosphere of a family friendly event
	+ Engage a diverse audience
	+ Meaningfully add to the patron experience
	+ Planned to prevent park damage
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**Operating Plan (Points \_20\_ )**

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| Describe in detail how the event will meet City of Austin event operation requirements. Description should include:* Type of Park Use – “Open / In Use / Partially Open / Minimally Open / Closed” [Definition Link](http://www.austintexas.gov/sites/default/files/files/Parks/Special_Events/PETF/11292016_Council_Resolution_No_20150305-025_Final_Report.pdf)
* Expected Run of Show, Programming Features, and Event Hours
* Amount of Expected Attendees
* Length of Park Use (include Set Up, Event, Take Down)
* Specific Month Requested for Event
* Park Protection Plan
* Community Giving
* Green Initiatives
* Transportation Impact
* Public Notification Plan
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**Management Plan (Points \_20\_ )**

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| Describe in detail how you intend to meet the requirements of Austin Center for Events (ACE) and Parks and Recreation Department. Details should include:* Event Staffing showing key personnel with organizational chart
* ACE Application
* ACE Meetings
* ACE Department Requirements
* Understanding of ACE website planning section
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**Financial Plan (Points \_20\_ )**

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| Describe in detail how you intend to make this event a financially viable venture. Details should include:* Plans for Affordability to Public – Free or financially accessible in consideration of attendees of varied income levels
* Evidence of ability to produce a financially sustainable event without City Cosponsorship dependency
* Listing of all City funding expected
* Listing of all grants expected
* Expected Ticket Manifest and Remittance forecast
* Projections of sponsorship funds to be raised

Additionally, this section shall include a listing of any lawsuit or litigation and the result of that action resulting from: (a) any public project undertaken by your company or your subcontractors where litigation is still pending or has occurred within the last five years or (b) any type of project where claims or settlements were paid by your company or your insurers within the last five years. |
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**Qualifications and Experience (Points \_20\_ )**

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| Describe in detail knowledge, qualifications, expertise, and relevant experience in producing family friendly Special Events with greater than 1,000 expected attendees. Please detail the following:* History of your company
* How your company will address the City of Austin’s need regarding family friendly cultural Special Event.
* Experience in programming to appeal to the diverse City of Austin population
* How your company will exceed the performance of others, if selected
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**Local Business Presence (Points \_5\_ )**

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| **Name of Local Firm** |   |
| **Physical Address** |   |
| Is your headquarters located in the Corporate City Limits? **(circle one)** | Yes | No |
| or |  |
| Has your branch office been located in the Corporate City Limits for the last 5 years? | Yes | No |
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| Will your business be providing additional economic development opportunities created by the contractaward? (e.g., hiring, or employing residents of the City of Austin or increasing tax revenue?) | Yes | No |
|  If Yes, describe |  |

**Signature and Agreement:**

I certify that the information contained in this Request For Applications response document is true and correct to the best of my knowledge, and that I am authorized to act on behalf of the Organizer and/or Company listed in the request. I attest that there is no conflict of interest with myself or the organization or company that I represent.

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| --- | --- |
|   | Click here to enter a date. |
| Full Name | Date |
|  |  |
| Signature |  |